

Press

SHK MOSCOW 2008:

The successful industry concept is to be further expanded in 2008



A booming market awaits international exhibitors

The 11th edition of SHK MOSCOW in May 2007 was so successful and exhibitors' and visitors' response to the new event concept so overwhelming that a decision has been made to continue and expand the concept in the coming year. Trade visitors praised the clear layout and abundance of innovations for their industry – and this will once again be the case when the trade fair opens its doors at the cutting-edge Expocentr in Krasnaya Presnya from 12 to 15 May 2008.

As the leading Russian industry and technology fair dedicated to heating, air conditioning, ventilation and refrigeration technology as well as building automation, sanitation and renewable energy, SHK MOSCOW is already enjoying increasing demand from exhibitors. The industry has long since realised: Russia and its neighbouring countries offer excellent opportunities for very promising business relationships.

Not only are there a wealth of projects for the construction and renovation of plants in the planning stage but energy prices are also continuing to rise and the phasing out of heating subsidies is ongoing. Western expertise is in demand as never before. A great number of exhibitors are taking advantage of this: In 2007, 383 suppliers from 23 countries participated. Joint presentations from Italy, Germany, China, Korea and Finland are lined up for 2008. Just under 12,000 trade visitors attended SHK in Moscow in May 2007. For 2008, the organisers foresee even higher numbers of exhibitors and visitors – especially as compared to the 2006 figure, the 2007 event already achieved growth of ten percent.

The May 2007 visitors were particularly impressed with the optimal match between demand and offers supplied as well as the high level of innovation. Another much applauded point was the clear layout of the sections. Therefore, the organisers Messe Düsseldorf GmbH and its Russian subsidiary Messe Düsseldorf Moscow OOO will once again in 2008 follow a precise breakdown of the offerings into focal thematic areas. In Hall 7, which is already almost fully booked, the spotlight will be on boilers, burners, renewable energy as well as measuring and control technologies. Hall 3 will be dedicated to pipes, fittings, water treatment, pumps and heating accessories. Air conditioning, ventilation and refrigeration technology will be at home in Hall Forum.

The topics of renewable energy and energy efficiency will also be at the heart of SHK MOSCOW 2008. Visitors have indicated strong interest in building, energy and environmental technology systems. Willingness to invest in these segments remains very promising. For exhibitors of environmentally friendly technologies such as solar energy and heat pumps, this means good chances of closing deals.

As the industry's biggest and most innovative platform, SHK has been the No. 1 event in Russia and its neighbouring regions since its debut in 1997. Nowhere else are the focal themes of heating, air conditioning, sanitation and building automation covered in one place at one time. Once again, the event will receive professional support from national and international associations, including the Association of European Heating Industry (EHI), Federal Industrial Association of Germany House, Energy and Environmental Technology (BDH), Russian Association of Engineers for Heating, Ventilation, Air-Conditioning, Heat Supply and Building Thermal Physics (ABOK) as well as the Association of the Air-Conditioning Industry (APIK).

Trade visitors (in 2007: 97 percent) set store not only by the top-notch products on offer from global suppliers but also the extensive and stimulating ancillary programme as well as the technical symposium with its high-calibre speakers.

For further information please go to www.shk-online.com, where you can also find registration forms for SHK 2008. Your contact at Messe Düsseldorf is Nicola Ehls or Elke Moebius, (Tel.: +49 (0)211/45 60 -7709 and -7707), e-mail: EhlsN@messe-duesseldorf.de , MoebiusE@messe-duesseldorf.de.

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